<u>IN THE CLAIMS</u>:

Please amend claims 1, 9, 30, and 37; and add claims 44-47 as follows:

SUB D1

1.   (Twice amended)   An automatic user preference detection system, comprising:

a score calculation module to determine a score for a media content file distributed to a user by a media content file distribution source, wherein the score is calculated based on a comparison of a length of time in which the user allows the media content file to be played at a user computing device relative to a total length of the media content file;

a preference determination module to determine a preference file for the user of the media content distribution source, the preference filed being based on previously determined media scores for the user and a determination of local media content files stored on the user computing device, wherein the preference determination module scans the user computing device to determine the local media content files stored on the user computing device;

a database to store the preference file for the user of the media content file distribution source; and

a processing module to modify the preference file based on the score, wherein the processing module further selects a second media content file to distribute to the user based on the preference file.

SUB D5   9.   (Twice amended) An automatic user preference detection

system, comprising:

a preference determination module to determine a preference file

for the user of a media content distribution source, the preference file

being based on a score determined based on a comparison of a length of

time in which the user allows a media content file to be played at a user

computing device relative to a total length of the media content file,

previously determined media scores for the user and a determination of

local media content files stored on the user computing device, wherein

the preference determination module scans the user computing device to

determine the local media content files stored on the user computing

device;

a database to store a media content preference file for the user of

the media content file distribution source;

a read/write device to read data from and write data to the

database; and

a processing module to modify the preference file based on the

score, wherein the processing module further selects a second media

content file to distribute to the user based on the preference file.

Sub 277   30.   (Amended)   A method of automatically detecting media

content preferences, comprising:

determining a score for a media content file distributed to a user by

a media content file distribution source, wherein the score is calculated

based on a comparison of a length of time in which the user allows the

media content file to be played at a user computing device relative to a total length of the media content file;

storing a preference file for the user of the media content file distribution source, the preference file being based on previously determined media scores for the user and a determination of local media content files stored on the user computing device, wherein the user computing device is scanned to determine the local media content files stored on the user computing device;

modifying the preference file based on the score; and

selecting a second media content file to distribute to the user based on the preference file.

37. (Amended) An article comprising a storage medium having stored thereon instructions that when executed by a machine result in the following:

determining a score for a media content file distributed to a user by a media content file distribution source, wherein the score is calculated based on a comparison of a length of time in which the user allows the media content file to be played at a user computing device relative to a total length of the media content file;

storing a preference file for the user of the media content file distribution source, the preference file being based on previously determined media scores for the user and a determination of local media content files stored on the user computing device, wherein the user

computing device is scanned to determine the local media content files

stored on the user computing device;

modifying the preference file based on the score; and

selecting a second media content file to distribute to the user

based on the preference file.

44.   (New) The automatic user preference detection system

according to claim 1, wherein when the user allows multiple media

content files to be played, in their entirety, for a predetermined length of

time, the score calculation module stops calculating the score for each

successive media content file.

45.   (New) The automatic user preference detection system

according to claim 9, wherein when the user allows multiple media

content files to be played, in their entirety, for a predetermined length of

time, the score calculation module stops calculating the score for each

successive media content file.

46.   (New) The method according to claim 30, wherein when the

user allows multiple media content files to be played, in their entirety, for

a predetermined length of time, no score for each successive media

content file is determined.

47.   (New) The article according to claim 37, wherein when the

user allows multiple media content files to be played, in their entirety, for

a predetermined length of time, no score for each successive media

content file is determined.